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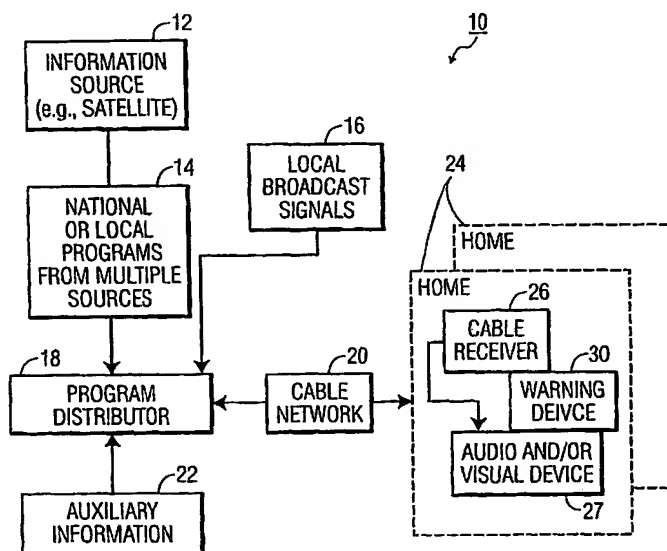
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(54) Title: CONVERSION OF ALERT MESSAGES FOR DISSEMINATION IN A PROGRAM DISTRIBUTION NETWORK



(57) Abstract: A system for inserting alert based information into broadcast programming over a program distribution network. A program distributor (18) transmits broadcast programming over program distribution network via a network fabric (20). When program distributor (18) receives alert based information, the program distributor (18) converts the alert information from a first format to a second format compatible with the broadcast programming and the program distributor (18) inserts the converted alert into a signal carrying the broadcast programming via the network fabric (20). A method is also disclosed for inserting alert based information into a broadcast programming transmitted over a program distribution network.